

MEDICAL EXHIBITS AT GOLDEN GATE EXPOSITION: HERZSTEIN BEQUEST

How the Herzstein Bequest Has Been of Aid. When the Golden Gate International Exposition opened its doors last year, one of the most interesting exhibits there displayed was that devised by the Cancer Commission of the California Medical Association, and located in the Science Building. Its cost and maintenance were covered by income from a bequest to the Association, made by the late Morris Herzstein of San Francisco, whose death occurred on October 27, 1927, and whose will contained the following provision:*

"First, I give to the Union Trust Company, a Corporation doing business in the city of San Francisco, State of California, the sum of Twenty thousand dollars (\$20,000), but in trust to hold and invest in first-class nontaxable securities and to yearly pay the net income from said securities to the State Medical Society of California, to be used only by this Society in taking such steps as the Society may consider best for the suppression of quackery in the practice of medicine within the State of California."

When the Fair was again opened this year, the Cancer Exhibit was reinstalled. Recently, educational literature concerning cancer has also been made available in the booth; so that citizens who visit the exhibit are now able to carry away printed reminders of the information delineated in the exhibit charts.

During the last month an equally interesting and very attractive exhibit, entitled "The Human Eye," and sponsored by physicians and associated optical groups of the Bay region, has been placed in the Science Building. For additional information concerning this display, readers are referred to the illustrated description to be found in this issue of CALIFORNIA AND WESTERN MEDICINE (page 91).

Mention should be made also of the excellent medical exhibits of the University of California, of the Pacific Coast Roentgen Society, the California Tuberculosis Association, the California State Board of Public Health, the Western Urological Association, and other organizations.

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Medical Exhibits Should Be Salvaged for Future Use at California State and County Fairs.—Such is the high quality of these exhibits that it is to be hoped that it may be possible to salvage at least a portion of them for future continued use in the state and county fairs of California; especially since there exist few superior agencies for the dissemination of medical facts to the public than the many fairs annually held in California. The State Fair at Sacramento and the Los Angeles County Fair at Pomona, each have an annual attendance of about 500,000 persons, and fairs of other counties are attended by keenly observing persons in proportion. In this connection note may be made concerning the efforts of the Western Branch of the American Public Health Association through a committee of which Guy S. Millberry, D.D.S., is chairman, to develop a plan

for a public health museum building to be erected in San Francisco.

Why not avail ourselves, then, of these excellent opportunities for public health education? With a moderate expenditure of funds, many of the medical-exhibit panels in the Science Building at Treasure Island in San Francisco could be made of inestimable service for years to come. What worthier use, indeed, of Herzstein Bequest funds could be presented than in salvaging some of the above exhibits for such an objective?

PLANS FOR 1941 ANNUAL SESSION AT DEL MONTE

Coöperation of Essayists and Others Requested.—Because events follow in such rapid sequence, it may be in order to remind members of the California Medical Association that those who would take part in the annual session of next year, to be held at Hotel Del Monte, May 5–8 inclusive (Monday–Thursday), may well begin the formulation of their plans now.

Prospective essayists, in particular, should communicate with the secretary of the scientific section before which it is desired to present a paper. The roster of section officers appears in each issue of CALIFORNIA AND WESTERN MEDICINE, on advertising page 6. Or, if a scientific exhibit is contemplated, these summer months may offer special opportunities for needed preparation.

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Council Approves Reallocation of Meeting Arrangements.—It should be of interest to members that the recommendations of the California Medical Association Committee on Scientific Work, regarding basic arrangements in program allocations, have been approved by the Council. In accordance therewith, at Del Monte in 1941, the morning meetings will be given over to general sessions, and the allocation for Tuesday afternoon entertainment will be discontinued, thus permitting scientific sections to hold meetings on each of the four afternoons. Medical and surgical films will be presented in one of the larger meeting rooms during the mornings, according to scheduled announcements, so that members who wish to see certain films may arrange their program. Owing to the limited number of rooms available for meetings, the Council has announced that it will be necessary for all affiliated societies and activities to hold their meetings on the Saturday and Sunday preceding the annual session, or on the Thursday afternoon of the session.

The management of the Hotel Del Monte contemplate certain construction changes that should aid greatly in making this meeting place more popular than ever to the members of the California Medical Association, and it is to be hoped these improvements will be made. Reservations will be in charge of the Hotel Del Monte, and inquiries or requests for the same should be sent to Hotel Del Monte, Del Monte, California.

* Excerpt from will of Morris Herzstein, Superior Court Case 48,446.